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**Chartway Credit Union Receives Inaugural La Alianza Award from Washington Area Chamber of Commerce**

*Award recognizes contributions to advancing Latino-owned businesses in Southern Utah*

**Virginia Beach, VA (November 22, 2024)** – [Chartway Credit Union](https://www.chartway.com/) is proud to announce its recognition by the [Washington Area Chamber of Commerce](https://www.washingtonutchamber.com/) as the recipient of the inaugural La Alianza Award at the chambers’ 4th annual [Rock and Roll Installation Gala and Community Hall of Fame Awards](https://washingtonutchamber.com/event-calendar/#!event/2024/11/22/rock-and-roll-installation-gala-and-community-hall-of-fame-awards) in Washington, Utah. This award highlights Chartway’s commitment to supporting diverse business communities and fostering growth in southern Utah.

Chartway proudly engaged in local initiatives throughout 2024 as part of its commitment to the Hispanic community in Southern Utah, including its sponsorship of the Southern Utah Latino Business Alliance (SULBA)—a branch of the chamber created this summer to support and strengthen the Latino-owned businesses in the region. [Desai Madrigal](https://www.chartway.com/post/chartway_credit_union_welcomes_desai_madrigal_as_new_associate_director_on_its_board_of_directors.html?psrc=1278), the chairman of SULBA and a Southern Utah small business owner, was named an associate director on Chartway’s board of directors in October.

Additionally, in October, Chartway designated its [Sunset Branch](https://www.chartway.com/post/chartway_hosts_members_and_community_partners_at_sunset_branch_to_celebrate_its_sixth_juntos_avanzamos_designated_branch_first_in_southern_utah.html?psrc=1280) in St. George, Utah, as a fully English/Spanish bilingual [Juntos Avanzamos](https://www.chartway.com/post/juntos_avanzamos_together_we_advance_designation_recognizes_chartways_commitment_to_hispanic_consumers.html?psrc=1284) branch, closing the gaps and removing barriers to financial opportunities for people living in underbanked and underserved communities. Sunset is the credit union’s first fully English/Spanish bilingual branch in southern Utah and its sixth Juntos Avanzamos branch across its Virginia, Utah, and Texas markets.

Along with providing services to Chartway members in Spanish, the credit union’s Juntos Avanzamos designated branches also have specialized products specifically for the Spanish-speaking community including ITIN\* **(Individual Tax Identification Number) mortgages at highly competitive terms, to increase homeownership among the Hispanic community. Since Chartway began offering ITIN loans in 2023, the credit union has funded** 150 ITIN mortgages totaling over $53 million, most of which facilitated the dream of homeownership for first-time homebuyers.

“As a credit union dedicated to serving our communities so they can thrive, we’re truly honored to receive this recognition from the Washington Area Chamber of Commerce,” said Nick Whiting, Chartway’s senior vice president of Utah. “Our commitment to strengthening the network of diverse business leaders who drive southern Utah’s economy forward is a core part of Chartway’s purpose.”

The La Alianza Award celebrates organizations making significant contributions to the advancement of the Hispanic community in southern Utah and the overall economic landscape in the Washington area. It is the first year for this award. Chartway’s dedication to community engagement and inclusion was recognized as a key factor in earning this honor.

“We are thrilled to recognize Chartway with the first-ever La Alianza Award for its significant contributions to the Latino community and local business growth,” said Ed Tracey, president & CEO of the Washington Area Chamber of Commerce. “Chartway has shown an inspiring commitment to creating an inclusive, supportive environment that strengthens our economy and empowers local entrepreneurs.”

**Learn more about Chartway Credit Union at** [www.Chartway.com](http://www.Chartway.com)**.**

**Get the latest news about Chartway by visiting our** [media center](https://www.chartway.com/media-center.html)**.**

*\*An Individual Taxpayer Identification Number (ITIN) is a tax processing number issued by the Internal Revenue Service. The IRS issues ITINs to individuals who are required to have a U.S. taxpayer identification number but who do not have, and are not eligible to obtain, a Social Security Number (SSN). Accepting ITINs allows credit unions to be more inclusive, providing access to deposit accounts, credit building opportunities, and affordable financial services to a larger portion of the population.*

**About Chartway**

Since 1959, Chartway has been unlocking the potential of individuals and families so they can thrive. Member-owned and values-driven, our $2.9 billion credit union proudly serves more than 230,000 members with branches in Utah, Texas, and Virginia. We’ve been recognized by Forbes as one of America’s Best-In-State Credit Unions, included on American Banker’s Top Credit Union to Work For list, and received numerous other top workplace and best credit union accolades. Reflecting a bright way forward, our charitable arm – the Chartway Promise Foundation – has granted nearly $15 million to provide medically fragile children and their families memorable experiences that bring joy, hope, and smiles. For information on our vibrant organization, please visit [www.Chartway.com](http://www.Chartway.com) and follow us on [Facebook](http://www.facebook.com/chartwayfcu), [Twitter](https://twitter.com/ChartwayFCU), and [Instagram](https://www.instagram.com/chartwayfcu/).

**About Washington Area Chamber of Commerce**

The Washington Area Chamber of Commerce continues to be the champion for small business in an area of the state that has seen rapid growth and development. The Chamber offers its members networking, professional development, and community service opportunities.

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